












Marketing services



NetMediaEurope portfolio

IT Professionals	IT Channel	Personal Tech/Consumers
<ul style="list-style-type: none"> ✓ Middle and Large enterprises “C Level” ✓ Small enterprises Decision Makers 	<ul style="list-style-type: none"> ✓ Distributors, VARS, system integrators and solution providers ✓ Senior management of the most important distributors 	<ul style="list-style-type: none"> ✓ PC and Internet home customer ✓ Hi-tech lifestyle users 
<ul style="list-style-type: none"> ✓ Senior IT and business managers 	<ul style="list-style-type: none"> ✓ Resellers & Distributors 	<ul style="list-style-type: none"> ✓ “Geek” and last technological generation fans ✓ “Early adopters” 
<ul style="list-style-type: none"> ✓ IT PROs and decision makers ✓ IT managers with direct influence upon purchase process 		<ul style="list-style-type: none"> ✓ Prosumers & early adopters 
<ul style="list-style-type: none"> ✓ Professionals, purchase decision makers & ICT market influencers 		

Direct Marketing



NetMediaEurope: editorial newsletters

Newsletter	Subscribers	Target	Frequency	Adv formats
ITespresso daily	12.000	Itc "prosumer"	Daily	Leaderboard, skyscraper, text link
ITespresso weekly (best of..)	13.000	Itc "prosumer"	Weekly (Saturday)	Leaderboard, skyscraper, text link
Channel Insider	7.000	Channel operators (dealer, VAR, System & software developers, EDP services, Distributors, Service provider)	Daily	Leaderboard, skyscraper, text link
eWEEKeurope	20.000	General managers, software developer managers (Medium and Large Enterprises), EDP managers.	Daily	Leaderboard, skyscraper, text link
eWEEKeurope for SMB's	18.000	ITC's Small Medium Business decision makers	Weekly (monday)	Leaderboard, skyscraper, text link
eWEEKeurope Storage	11.000	Storage manager (Medium and Large Business)	Weekly (thursday)	Leaderboard, skyscraper, text link
eWEEKeurope Security	12.000	Security manager (Medium and Large Business)	Weekly (tuesday)	Leaderboard, skyscraper, text link

Direct marketing: HTML email

NetMediaEurope db can be profiled by using more than one socio-economical variable in order to reach a specific target, even a “niche” one

HTML email pros are:

- ✓ to engage responses by reaching a specific target
- ✓ to create a fully customizable marketing message by using images and logos;
- ✓ to generate interaction with customers; only 1 click to the action
- ✓ to quickly collect a full reporting.



ITespresso.it *Il tuo concentrato quotidiano di tecnologia*



SYMANTEC IS CONTROL.
ACCELERATE IT.

Confidence in a connected world.  **symantec.**

**Gestione dei client:
guida in modo ottimale il tuo parco macchine!**
Massima visibilità e controllo dell'ambiente IT.

Gestire l'intero ciclo di vita dei sistemi client è un dei compiti più gravosi che l'azienda deve affrontare per rendere più efficiente l'infrastruttura IT e di conseguenza l'organizzazione aziendale.

Con l'automazione delle funzioni di base e impostando procedure di routine ripetibili, si riducono al minimo tempo e costi associati a implementazione, gestione, protezione e risoluzione dei problemi sui client.

Questa sfida passa per i **client: gestire, automatizzare il controllo e mettere in sicurezza** sono le parole d'ordine.

Schiaccia l'acceleratore:
REGISTRATI SUBITO
al **WEBCAST LIVE!**
14 luglio 2009 ore 11.00

White papers



Lead generation activities : whitepapers

Identity & Access Management Summit
9 - 10 March 2011, London | europe.gartner.com/lam

Improve Your Identity and Access IQ to Improve IAM and Business Performance

Gartner Summits

Home > Whitepaper

ALTRE NOTIZIE

- La pirateria non dà segni di cedimento
- Lenovo e Nec, aria di joint venture nel mercato Pc
- Apple cambia le viti per evitare che si mettano le mani dentro all'iPhone
- Larry Page nuovo Ceo di Google
- Parte la consultazione pubblica per le reti Ngn

SPONSORIZZATO DA

nolis

Per "Finanziamento Finalizzato" si intende l'operazione con la quale la Società Finanziaria eroga al Cliente un finanziamento destinato all'acquisto di beni, relativi all'attività imprenditoriale o professionale svolta dal Finanziato stesso, il quale si obbliga a restituire il finanziamento ricevuto, mediante il pagamento di rate periodiche, comprensive di capitale e di interessi, decorrenti dal mese/bimestre/trimestre/semestre (in relazione alla convenuta periodicità delle rate) successivo a quello dell'erogazione. Per approfondire Scarica gratuitamente il whitepaper di Nolis.

SERVIZI

- RSS feeds (XML)
- Newsletters (E-mail)


Whitepaper

CATEGORIE INSERZIONISTI

Acronis	AVM
Avocent	Blue Coat
Business Objects	Double-Take
EMC	Forrester
IBM	IDC
IKS-RSA	Intel
Iomega	Juniper
NEC	NetApp
Oracle	SAP
SMAU	Symantec
Velocix	Zyxel

Ultimi Whitepaper pubblicati

Ottimizzazione WAN per il presente ed il futuro con Blue Coat

 Lo scopo di una WAN aziendale è abbastanza semplice: accesso veloce alle applicazioni ed alle informazioni. Ma oggi la gestione della WAN è tutt'altro che semplice. I cambiamenti sociali e tecnologici stanno trasformando la natura del traffico facendo aumentare costi e problemi di prestazioni ai gestori della rete. Con l'aumento del traffico, i costi della banda crescono, le prestazioni delle applicazioni peggiorano e le lamentele si moltiplicano. Le iniziative IT vengono rimandate. Come reagire? La guida mostra consigli pratici e linee guida, compila il form di registrazione per consultarla gratuitamente.

Networking e Telecomunicazioni / LAN/WAN

[Download](#)

PUBBLICITÀ

HP PRESENTA PHOTOSMART ePRINT. STAMPA IL WEB CON UN TOCCO. SCOPRI COME »



Nuova HP Photosmart e-All-in-One

HIT PRINT BRILLIANTLY hp

Objectives

- ⇒ Capturing high quality leads (prospects) through a registration process;
- ⇒ Generating specific contact « route » ;

Actions

- ⇒ Free white paper download after filling out the registration form.

Registration form/fields



CLASSIC REGISTRATION FORM

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Home > Whitepaper

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SERVIZI

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- Newsletters (E-mail)

HP PRESENTA PHOTOSMART ePRINT. STAMPA IL WEB CON UN TOCCO. SCOPRI COME >>

Nuove HP Photosmart e-All-in-One

HIT PRINT BRILLIANTLY hp

- Status :
- First name:
- Lastname :
- Jib title/function:
- Domain :
- Company name:
- Companies size:
- Phone:
- Email :
- Zip code:
- City :

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Blue Coat

ITespresso.it **WEEK** **CHANNEL INSIDER** **ITespresso.it** download

Se sei iscritto alle nostre newsletter o ai nostri servizi fai login ...

eMail

Password [Richiesta password](#)

... o registrati:

Un nuovo servizio per te: se non sei registrato ai nostri servizi e alle nostre newsletter fallo ora, compilando i campi richiesti nel form. Dopo aver completato la registrazione cliccando sulla email di conferma si ha facile accesso a tutti i nostri servizi, quali white paper, eSeminar, newsletter, download libero e premi per gli utenti registrati.

Titolo * Fai la tua scelta ...

Nome *

Cognome *

Nome della Società *

Telefono *

Posizione lavorativa * Fai la tua scelta ...

Settore * Fai la tua scelta ...

Dimensione della Società: * Fai la tua scelta ...

CAP *

Indirizzo e Città *

Nazione * Fai la tua scelta ...

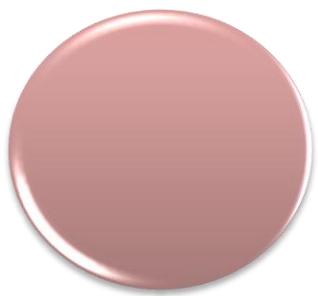
Email *

Password *

Elements to provide for online setting

- pdf or doc file.
- Promotional title and text (300 caract. max).
- Keywords for whitepapers (15 keywords max.)
- **Option** : addition of exclusive fields in form to target objectives, projects et deadlines.

Sales Lead Generation/ Telemarketing



Leads generation programs

Goals :

We are able to define and run leads generation programs, from very simple solution to more complex projects. The aim is always to collect prospects for the client, but the approach could vary with the level of qualification, number of leads to produce and several other variables.

NME services :

For a quick and simple request we can set up our own white-paper platform or, eventually, to start further qualification process via telemarketing

Target criteria

COMPANY	CONTACTS	Project detection / BANT
Activity	Email - Post address – Region / Country	Profiling questions : Needs or Products or brands used
Number of employees	Job function	Timeline
Turnover	Level of the decision maker	Budget
SIC code	Interests (thematics, fair, exhitions ...)	<input checked="" type="checkbox"/> Accept to have more info
		<input checked="" type="checkbox"/> Accept to be contacted

Profiling on demand (We are able to collect manually specific information)

Finest criteria from our channel database (ie:Channel Insider) :

- Products or software resold (hardware, software, telecom, storage , network)
- Brands declared (ie : Cisco resellers)...

Finest criteria from our ITDM database (eWeek, ITespresso) :

- Brands and type of products utilised or expended (ie : companies with Dell equipment)

Case Study



Project : Sales lead generation

Dell's goals :

Dell would like to present a 'sales ready' white paper concerning Windows 7 to a target audience of IT DMs from companies with more than 500 employees excluding the Public sector.

All contacts should answer to 2 questions (When you plan to migrate on Windows 7 and Would you like to outsource the migration) and accept a call back.

NME services :

NME has set up a script / sales speech fitting with an up sales campaign.

We checked that the contact was an IT decision maker from companies 500 + and that they answered to the 2 questions regarding Windows 7 and accept to be call back later by Dell.

Results : 180 leads for France and 180 leads for Germany in 2 months



Web Seminar



Web Seminar

A promotional graphic for an eWEEK seminar. At the top, it features the Dell and Intel logos. The main headline reads: "L'EFFICIENZA DEL DATA CENTER È LA RISPOSTA IT IN TEMPI DI CRISI". Below this, it says "Partecipa all'eSeminar di eWEEKEurope con esperti di Dell e Intel Mercoledì 29 Aprile 2009 ore 11.00". The central image shows a woman in a server room. To the right, there are two small portraits of speakers: Emanuela Teruzzi and Ugo Marero. The bottom section contains text about the seminar's focus on data center efficiency and a list of topics to be discussed.

L'EFFICIENZA DEL DATA CENTER È LA RISPOSTA IT IN TEMPI DI CRISI

Partecipa all'eSeminar di eWEEKEurope con esperti di Dell e Intel
Mercoledì 29 Aprile 2009 ore 11.00

In tempo di crisi, la ricetta per conseguire una riduzione dei costi e, al tempo stesso, mantenere o accrescere il rendimento dell'azienda sembra un'utopia. I responsabili IT sono chiamati ad affrontare ogni giorno la sfida di essere più efficienti con minori risorse nella gestione del Data Center.

Dell e Intel offriranno una panoramica sulle soluzioni e gli strumenti operativi per ricondizionare il data center da un nuovo punto di vista e avere un impatto concreto sulla competitività dell'impresa.

Tutti i partecipanti potranno trovare risposta a domande come:

- Mantenere l'infrastruttura dei server esistenti o implementare nuove soluzioni tecnologiche?

Emanuela Teruzzi
Zivovivo eSolutions via@esit
e@esit.com

Ugo Marero
Dell - Enterprise Brand
Manager

- /// A new way to communicate and to build a strong relationship with qualified audience;
- /// High added-value content: C-level expert and BDM's to share their knowledge and experiences among experts, IT professionals, users;
- /// A new tool for our users to become trendsetters in their own markets;
- /// It's like a face to face meeting but...cheaper, easier to implement, with a much more wider audience;
- /// Creation of a customer database (leads) to create future commercial relationship (prospects).

Event





NetMediaEurope events are featured by:

- ✓ **selected target audience:** IT Decision Makers, IT Pros, Opinion Leaders, Trendsetters
- ✓ **publishing support:** projecting and defining event's guidelines, making a strategic role during the event (moderators)
- ✓ a **professional approach** in each step of the event
- ✓ **exclusive locations**
- ✓ a customized **reporting** activity (prospects, registered, participants, feedbacks)

Event: case history



Objects

To get at least **12** attendees with very specific skills:

- ✓ Linux Decision Maker;
- ✓ Large Companies (+ 500 employees);
- ✓ Linux Paid distribution;
- ✓ At least 50 servers for Linux projects;

Results

- ✓ about **600** IT Decision Makers (Large Companies) contacted by phone
- ✓ **120** Linux Decision Makers matching the criteria requested
- ✓ **30** registered at the event
- ✓ **20** attendees at the event

Study/surveys



Surveys/methodology

Market study – Benchmarking

- Market analysis
- Competitor analysis

Positioning study – Brand image perception

- What is your position regards to your competitors
- How your brand is appreciated

Product study

- Does your product match with the market needs
- Your strenghts and your weaknesses against the market

Screening approach and recruitment program

- Screening approach
- Channel recrutement program
- End users recrutement program

On demand survey

Surveys: how can help you?

IT market studies & brand comparisons

- ✓ Get exhaustive information regarding the IT market and its trends
- ✓ Refine the company's strategy as regards the IT market perception for a specific IT product or solution
- ✓ Know the position of your main competitors
- ✓ Better understanding of the IT distribution in order to increase sales: channels and sales strategy
- ✓ Market actors and their profile (demographics, behavior, etc.)
- ✓ Find the clients' attitude towards competitors' products and what the clients really seek in an IT product or solution

Product positioning & Brand perception

- ✓ Determine brand awareness, brand loyalty and brand perception
- ✓ IT brand preference and brand comparisons
- ✓ Identify the key factors when selecting an IT brand
- ✓ Measure the brand performance and price by key factors
- ✓ Quantify the strengths of the brand by components
- ✓ Understand the role of the product marketing mix
- ✓ Determine the appropriate customers and their perimeter
- ✓ Analyze the customer's need and propose solutions

On demand customized IT related services

- ✓ Specific IT related market solutions under the shape of sharp market surveys
- ✓ Build customized questionnaires and interpret results
- ✓ Give strategic "hints" on specific IT related topics

Surveys/methodology

Initial brief to
setup client
needs and
main
guidelines

Build a
custom and
exhaustive
questionnaire

Interviews
with decision
makers

Cross with
market
figures and
external data

Data and
statistic
treatment

Final reports

Surveys: Value added solutions

Solution A

Client : Laptop vendor

Target sample : 150 IT laptop B2B end-users; 5-10 questions

Coverage : one country (Italy)

Client's objective :

- As a spin-off of another famous IT brand, they wanted to know whether the users are aware of the brand or confuse it with the original one
- Take advantage of the study to examine the product perception as well

Delivery:

- 1 Excel (detailed statistics and questionnaire results)
- 1 PPT (15 slides executive summary and recommendations)

Surveys: Value added solutions

Solution B

Client : Software vendor

Target sample : IT services companies, hosting specialists (200); 15-20 questions

Coverage : 2 country (Italy+Germany)

Client's objective :

- Large palette of solutions and will to enter a brand new complementary market: hosting
- know how to position himself on this new market
- know which are the brands on the top of the specialist's minds
- profile the potential future collaborators (hosting specialists)

Delivery:

- 1 Excel (raw table results and detailed cross statistics)
- 1 PPT (50 slides executive summary and recommendations)

Surveys: Value added solutions

Solution C

Client : Printers and copiers vendor

Target sample : top 100 resellers; 10-15 questions

Coverage : top five European countries

Client's objective :

- Find out what are the main resold brands (the top 5 on the top of their minds and the ones generating the most revenue)
- Find out how their revenue splits between the different printer product categories

Delivery:

- 1 Excel (raw table and detailed commented statistics)
- 1 PPT (15 slides executive summary and recommendations)

Contacts

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For further informations please visit: <http://www.netmediaeurope.it>

